

Online Advertisement Review

- After teaching about online advertisements, have the students create their own advertisement.
- Divide the class into groups of three to five.
- You may have each group create a general advertisement for the company's web page or assign each group a different type of online advertisement method, such as:
 - Banners
 - Buttons
 - Sponsorships
 - Search engine marketing
- Explain that the students are working for a _____ store and have been given the task of designing a new advertisement for the company's website.
- The students may create a sample advertisement on paper or on the computer.
- When the students are finished, they will present their advertisement to the class and give an oral explanation of how the advertisement will benefit the website and why it will be effective.
- After each presentation, have the class review the good points of each advertisement.